

JAP20 Rec'd PCT/PTO 23 JUN 2006

## **A METHOD OF CREATING A WEB PAGE**

### **FIELD OF THE INVENTION**

THIS invention relates to a method of creating a web-site. In particular, the invention relates to a method of creating a web-site, to a system for creating a web-site, to a web-site and to a digital information carrying device.

### **BACKGROUND OF THE INVENTION**

With the explosion of the use of the internet, the extent to which consumers, users, and the like, use the internet to obtain information has increased dramatically. As a result, the popularity of web-sites has increased equally dramatically. With a web-site, information can be made accessible on the internet so as to be accessible by anyone searching for that particular information on the internet. Web-sites have become invaluable as marketing tools. For example, a company can provide information on the internet in connection with the products, or the services, or the like, produced, or offered, by that company, thereby rendering such information available to the public by means of the internet. It is fair to say that a company, or the like, seriously impedes its exposure to the public should it not have a web-site.

There are currently two main types of web-sites available, of which the Applicant is aware, to an entity, such as a person, or a company, or the like, wishing to have one. These two types can be categorized into a static type web-site and a dynamic type web-site.

A static type web-site normally does not use databases. As a consequence, these types of web-site are relatively simple. However, these types of web-site are also very

restrictive compared with dynamic web-sites. Accordingly, such web-sites typically lack individuality.

In the case of a dynamic web-site, databases are normally used. Dynamic web-sites can be divided into what is colloquially referred to as 'bespoke, template and template modular type web-sites. Traditionally, in the case of a dynamic web-site, use is made of specialized people, such as designers, web designers, computer programmers, and the like. Although in some cases, template type web-sites can be employed to create a web-site without the entity having to employ specialized people, such template type web-sites have been found to be very restrictive. To create a template or template modular type of web-site, the entity can select a web-site template from the internet and populate the web-site template with its own information, thereby to create the web-site. In this way, a web-site can be created in a relatively inexpensive manner. However, this method of creating a web-site is severely restrictive in that it is limited in design, space, layout, and the like, to the provision made for such by the template. Accordingly, by using this method of creating a web-site, there is very little scope for customizing the web-site, or rendering the web-site with a degree of individuality. When such types of web-site are used, it typically occurs that several other entities have used the same type of web-site rendering this type of web-site without a sense of individuality.

In the case of a bespoke web-site, the entity requires the use of specialized people to create the web-site. Typically, designers, web-site designers, computer programmers, and the like, are used. This method of creating a web-site enables a web-site to be created which is tailor made. Accordingly, there is greater scope for creating a customized, or individualized, web-site than in the case of the web-sites mentioned above. However, to create a web-site in this manner is relatively expensive. Furthermore, once the web-site has been created, the entity itself is normally unable to modify, or amend, the web-site without again making use of specialized people and the concomitant expense.

It is an object of this invention to provide a method whereby an entity can create a web-site with greater individuality and flexibility than in the case of a static, a template and a template modular type web-site, without having to use specialized people as in the case of a bespoke type web-site.

It is another object of the invention to provide a system through which an entity can create a web-site with greater individuality and flexibility than in the case of a static, a template and a template modular type web-site, without having to use specialized people as in the case of a bespoke type web-site.

#### **SUMMARY OF THE INVENTION**

According to one aspect of the invention, there is provided a method of creating a web-page of a web-site, the method including providing a user with a plurality of different modules from which the user can select, enabling the user to select desired modules from the plurality of different modules, providing the user with means to populate each selected module with desired information and enabling the user to cause the selected modules to be displayed on a digital display surface in a populated condition, in which each module is populated with the desired information, and in which the modules are displayed in a vertically stacked fashion one immediately adjacent another.

Each module may be arranged to extend horizontally across at least a major portion of the digital display surface.

The digital display surface may define rows of pixels. The modules may be arranged to be displayed such that at least part of only one module is displayed on any one row of pixels.

Each module may have a width selected from the group consisting of 720 pixels and 100%.

The modules may be of the same width. Each module may have a width of 720 pixels.

Providing a user with a plurality of modules from which the user can select may include providing the user with a module selection page which indicates a plurality of different modules which can be selected.

Providing the user with a module selection page which indicates a plurality of different modules which can be selected may include causing a graphical representation of each of the plurality of different modules to be displayed on the module selection page.

Providing the user with a module selection page which indicates a plurality of different modules which can be selected may include causing a description of each of the plurality of different modules to be displayed on the module selection page.

Enabling the user to select desired modules from the plurality of different modules may include providing a selection button for each of the plurality of different modules which can be selected on the module selection page.

Providing a user with a plurality of different modules from which the user can select may include providing the user with a module type page, which displays a plurality of different module types from which the user can select, and providing the user with a module selection page, which indicates a plurality of different modules which can be selected, in response to the user selecting a module type on the module types page.

Providing the user with a module selection page which indicates a plurality of different modules which can be selected may include causing a graphical representation of each of the plurality of different modules of the selected module type to be displayed on the module selection page.

Providing the user with a module selection page which indicates a plurality of different modules which can be selected may include causing a description of each of the plurality of different modules to be displayed on the module selection page.

Enabling the user to select desired modules from the plurality of different modules may include providing a selection button for each of the plurality of different modules which can be selected on the module selection page.

Providing the user with means to populate each selected module with desired information may include providing the user with an information input page.

The plurality of different modules from which the user can select may be stored in a module database at a remote web-site. Providing a user with a plurality of different modules from which the user can select may then include permitting the user to access the module database at the remote web-site.

According to another aspect of the invention, there is provided a system for enabling a user to create a web-page of a web-site, the system including a database on which a plurality of different modules is stored, selection means arranged to enable a user to select modules from the database, population means arranged to enable the user to populate the selected modules with desired information and display means arranged to cause the selected modules to be displayed on a digital display surface in a populated condition, in which each module is populated with the desired information, and in which the modules are displayed in a vertically stacked fashion one immediately adjacent another.

Each of the different modules may be arranged to extend horizontally across at least a major portion of the digital display surface.

The digital display surface may define rows of pixels. The modules may be arranged to be displayed such that at least part of only one module is displayed on any one row of pixels.

Each module may have a width selected from the group consisting of 720 pixels and 100%.

The modules may be of the same width. Each module may have a width of 720 pixels.

The selection means may include a module selection page which indicates a plurality of different modules which can be selected.

The module selection page may be arranged to display a graphical representation of each of the plurality of different modules.

The module selection page may be arranged to display a description of each of the plurality of different modules.

The module selection page may be arranged to display a selection button for each of the plurality of different modules.

The selection means may include a module type page, arranged to display a plurality of different module types from which the user can select, and a module selection page, which indicates a plurality of different modules which can be selected, arranged to be displayed in response to the user selecting a module type on the module types page.

The module selection page may include a graphical representation of each of the plurality of different modules.

The module selection page may include a description of each of the plurality of different modules.

The module selection page may include a selection button for each of the plurality of different modules.

The population means may include an information input page.

The database on which the plurality of different modules is stored may be at a remote web-site.

According to yet another aspect of the invention, there is provided a web-site arranged to generate a web-page, the web-site including a plurality of different modules stored on a database, information stored on a database, which information is arranged to populate the modules and display means arranged to cause the modules to be displayed on a digital display surface in a populated condition, in which each module is populated with information, and in a vertically stacked fashion one immediately adjacent another.

Each module may be arranged to be displayed to extend horizontally across at least a major portion of the digital display surface.

The digital display surface may define rows of pixels. The modules may be arranged to be displayed such that at least part of only one module is displayed on any one row of pixels.

Each module may have a width selected from the group consisting of 720 pixels and 100%.

The modules may be of the same width. Each module may have a width of 720 pixels.

According to a further aspect of the invention, there is provided a method of creating a web-page of a web-site, the method including generating a module types page which displays a plurality of different module types from which a user can select a module type and generating a module selection page, in response to the user making a selection of a module type on the module types page, which module selection page displays a plurality of different modules from which the user can select for creating a web-page of a web-site.

Generating a module selection page may include causing a graphical representation of each of the plurality of different modules to be displayed on the module selection page.

Generating a module selection page may include causing a description of each of the plurality of different modules to be displayed on the module selection page.

The module selection page may include a selection button for each of the plurality of different modules which can be selected. The method may then further include enabling the user to select modules from the plurality of different modules by clicking selectively on the selection buttons.

The method may further include providing modules selected by the user and displaying the modules on a digital display surface, each module being arranged to extend horizontally across at least a major portion of the digital display surface.

The digital display surface may define rows of pixels. The modules may be arranged to be displayed such that at least part of only one module is displayed on any one row of pixels.

Each module may have a width selected from the group consisting of 720 pixels and 100%.

The modules may be of the same width. Each module may have a width of 720 pixels.

The modules may be provided from a module database at a remote web-site.

The method may further include providing the user with an information input page arranged to enable the user to input information for populating selected modules.

According to another aspect of the invention, there is provided a system for enabling a user to create a web-page of a web-site, the system including a module types page which is arranged to display a plurality of different module types from which a user can select a module type and a module selection page, arranged to be displayed in response to the user making a selection of a module type on the module types page, and arranged to display a plurality of different modules from which the user can select so as to create a web-page of a web-site.

The module selection page may be arranged to cause a graphical representation of each of the plurality of different modules to be displayed.

The module selection page may be arranged to cause a description of each of the plurality of different modules to be displayed.



The module selection page may be arranged to cause a selection button for each of the plurality of different modules to be displayed so as to enable a user to make a selection by selectively clicking on the selection buttons.

The system may further include a plurality of modules which can be selected by the user from the module selection page. Each module may be arranged to be displayed on a digital display surface and to extend horizontally across at least a major portion of the digital display surface when displayed on the digital display surface.

The digital display surface may define rows of pixels. The modules may be arranged to be displayed together such that at least part of only one module is displayed on any one row of pixels.

Each module may have a width selected from the group consisting of 720 pixels and 100%.

The modules may be of the same width. Each module may have a width of 720 pixels.

The modules may be provided from a module database at a remote web-site.

The system may further include an information input page arranged to enable the user to input information for populating selected modules.

According to another aspect of the invention, there is provided a method of creating a web-page of a web-site, the method including permitting a user to access a web-site, enabling the user to select a plurality of modules from the web-site for creating a web-page on another web-site and providing the user with means to populate the selected modules with desired information.

According to yet another aspect of the invention, there is provided a system for creating a web-page of a web-site, the system including selection means arranged to enable a user to select a plurality of modules from a web-site so as to create a web-page for another web-site and population means arranged to enable the user to populate

selected modules with desired information.

According to a further aspect of the invention, there is provided a method of creating a web-page on a web-site, the method including providing a user with a plurality of different modules from which to select for creating a web-page on a web-site and providing the user with means to vary a colour of a plurality of different distinct areas of the web-page.

According to yet a further aspect of the invention, there is provided a system for creating a web-page of a web-site, the system including a database on which a plurality of modules is stored and from which a user can select modules for creating a web-page on a web-site and colour variation means arranged to enable a user to vary a colour of a plurality of different distinct areas of the web-page.

According to yet a further aspect of the invention, there is provided a method of creating an intranet web-page of a web-site, the method including providing a user with a plurality of modules from which to select so as to create an intranet web-page and enabling the user to select desired modules from the plurality of modules so as to create the intranet web-page.

According to another aspect of the invention, there is provided a system for creating an intranet web-page of a web-site, the system including a database on which a plurality of modules is stored and from which a user can select modules for creating a web-page on a web-site and selection means arranged to enable the user to select desired modules from the database so as to create the intranet web-page.

According to another aspect of the invention, there is provided a method of creating a web-page of a web-site, the method including providing a user with a plurality of modules from which to select so as to create a web-page, enabling the user to select desired modules from the plurality of modules for creating the web-page and providing the user with an information input page for inputting desired information for populating

selected modules with the information input on the information input page.

According to another aspect of the invention, there is provided a system for creating a web-page of a web-site, the system including a database on which a plurality of different modules is stored and from which a user can select modules for creating a web-page of a web-site, selection means arranged to enable the user to select desired modules from the database so as to create the web-page and information input means arranged to enable the user to input desired information for populating the selected modules with the desired information.

According to another aspect of the invention, there is provided a method of creating a web-page of a web-site, the method including providing a user with a plurality of modules from which to select to create a web-page, enabling the user to select desired modules, from the plurality of modules, for creating the web-page and generating a page indicating the modules selected by the user for the web-page, the page being arranged to enable the user to move modules operatively upwardly and operatively downwardly relative to one another.

According to another aspect of the invention, there is provided a system for creating a web-page of a web-site, the system including a database on which a plurality of different modules is stored and from which a user can select modules for creating a web-page of a web-site, selection means arranged to enable the user to select desired modules from the database so as to create the web-page and a module representation page arranged to indicate the selected modules of the web-page, the module representation page being arranged to enable the user to move modules operatively upwardly and operatively downwardly relative to one another.

According to a further aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for providing a user with a plurality of different modules from which the user can select, instructions for enabling the user to select desired modules from the plurality of different modules, instructions for providing the user with means to populate

each selected module with desired information and instructions for enabling the user to cause the selected modules to be displayed on a digital display surface in a populated condition, in which each module is populated with the desired information, and in which the modules are displayed in a vertically stacked fashion one immediately adjacent another.

According to another aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for generating a module types page which displays a plurality of different module types from which a user can select a module type and instructions for generating a module selection page, in response to the user making a selection of a module type on the module types page, which module selection page displays a plurality of different modules from which the user can select for creating a web-page of a web-site.

According to yet another aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for permitting a user to access a database on the digital information storage device, instructions for enabling the user to select a plurality of modules from the database for creating a web-page of a web-site and instructions for providing the user with means to populate the selected modules with desired information.

According to another aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for providing a user with a plurality of different modules from which to select for creating a web-page of a web-site and instructions for providing the user with means to vary a colour of a plurality of different distinct areas of the web-page.

According to yet another aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for providing a user with a plurality of modules from which to select so as to create an intranet web-page and instructions for enabling the user to select desired modules from the plurality of modules so as to create the intranet web-page.

According to another aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for providing a user with a plurality of modules from which to select so as to create a web-page, instructions for enabling the user to select desired modules from the plurality of modules for creating the web-page and instructions for providing the user with an information input page for inputting desired information for populating selected modules with the information input on the information input page.

According to a further aspect of the invention, there is provided a digital information storage device on which instructions are stored, in which the instructions include instructions for providing a user with a plurality of modules from which to select to create a web-page, instructions for enabling the user to select desired modules, from the plurality of modules, for creating the web-page and instructions for generating a page indicating the modules selected by the user for the web-page, the page being arranged to enable the user to move modules operatively upwardly and operatively downwardly relative to one another.

According to a further aspect of the invention, there is provided a method of creating a web page, the method including:

- providing the user with a plurality of web page modules to select from in order to build a web page;

- receiving a web page module selection from the user, the web page module selection indicating which ones of the plurality of web page modules are to be used to form the web page;

- receiving contents data and/or graphic data from the user;

- populating at least one of the web page modules with the content data and/or graphic data; and

- arranging the selected web page modules to form a web page.

The web page modules may be sections of web programming code.

Preferably, the web page modules are arranged one below the other to form the web page.

At least one of the web page modules may be formed from a plurality of data files.

The width of each web page module is preferably 720 pixels.

Where the web page modules are formed from a plurality of sub modules, each of the sub modules are formed from an equal amount of pixels in total adding up to 720 pixels.

The present invention also extends to a system for creating a web page.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

The invention will now be described, by way of example, with reference to the accompanying diagrammatic drawings, in which:

Figure 1 shows a schematic representation of the world and a plurality of Dynamic Name Servers (DNS) forming part of the internet in the world;

Figure 2 shows a schematic representation of a Dynamic Name Server linked with a plurality of servers;

Figure 3 shows a schematic representation of the workings of a web-site;

Figure 4 shows a schematic representation of a system for creating a web-site, in accordance with the invention, and operational detail of the system;

Figure 4A shows further operational detail of the system shown in Figure 4;

Figure 5A shows a schematic representation of a main menu page generated by the system for creating a web-site shown in Figure 4;

Figure 5B shows a schematic representation of a module type selection page generated by the system for creating a web-site shown in Figure 4, which module type selection page has been accessed through the main menu page shown in Figure 5A;

Figure 5C shows a schematic representation of a web-site page definition page for defining pages of a web-site to be created by the system for creating a web-site shown in Figure 4, which web-site page definition page has been accessed through the main menu page shown in Figure 5A;

Figure 6 shows a schematic representation of a listing page which lists web-site pages which have been defined by means of the web-site page definition page shown in Figure 5C;

Figure 7 shows a schematic representation of a "page header" module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 8 shows a schematic representation of a "navigation" module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 9 shows a schematic representation of a “catalogue and brochure” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 10 shows a schematic representation of a “features” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 11 shows a schematic representation of a “spacer and clear colour” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 12 shows a schematic representation of a “forms and feedback” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 13 shows a schematic representation of a “large and continuous images” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 14 shows a schematic representation of an “articles and text only” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 15 shows a schematic representation of an “events and news” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;



Figure 16 shows a schematic representation of a “searches and indexing” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 17 shows a schematic representation of a “footers and finishings” module selection page generated by the system for creating a web-site shown in Figure 4 by means of the module type selection page shown in Figure 5B;

Figure 18 shows a schematic representation of a selected module indication page which indicates which modules have been selected for which pre-defined pages of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 19 shows a schematic representation of an item input page for entering information for populating modules selected for defined pages of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 20 shows a schematic representation of a page listing page which lists all the pages which have been defined for the web-site being created by the system for creating a web-site shown in Figure 4;

Figure 21 shows a schematic representation of an item presentation page which presents all the items associated with a defined page of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 22 shows a schematic representation of a colour defining page by means of which colours can be selected for different areas of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 23 shows a schematic representation of an operatively upper part of a web-site page created by the system for creating a web-site shown in Figure 4;

Figure 24 shows a schematic representation of an information input page through which specific information can be input for use with a web-site created by the system for creating a web-site shown in Figure 4;

Figure 25 shows a schematic representation of an index page being created by the system for creating a web-site shown in Figure 4;

Figure 26 shows a schematic representation of an index input page for inputting information for display in the index page shown in Figure 25;

Figure 27 shows a schematic representation of a main intranet module type menu page for selecting modules for use in an intranet of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 28 shows a schematic representation of a sub intranet module type menu page for selecting modules for use in an intranet of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 29 shows a schematic representation of an intranet module selection page for selecting modules for use in an intranet of a web-site being created by the system for creating a web-site shown in Figure 4;

Figure 30 shows a schematic representation of part of a web-page created in accordance with the invention; and

Figure 31 shows a schematic representation of the system in accordance with the invention.

## **DESCRIPTION OF PREFERRED EMBODIMENTS**

Referring to Figure 1, the world is schematically represented by a circle 10. A plurality of Dynamic Name Servers in the world 10, are indicated by reference numerals 12. The Dynamic Name Servers 12 form part of the internet. The Dynamic Name Servers 12 are linked, as indicated by lines 14, to form a network.

Referring now to Figure 2, one of the Dynamic Name Servers 12 is shown together with a plurality, in this case five, of servers 16 operatively connected thereto as indicated by the lines 18. The Dynamic Name Server 12 and associated servers 16 together define an internet sub-system, or data center, generally indicated by reference numeral 15. The sub-system 15 is typically owned and serviced by a host company. Typically, the servers 16 are in the form of computers. Each server 16 has a specific Internet Protocol Number which serves to identify that specific server, or computer 16, on the internet. Each Dynamic Name Server 12 typically acts as an indexing system, or router, and lists the Internet Protocol Numbers of the servers 16 operatively connected thereto. Each server 16 typically provides a plurality of File Transfer Protocol Accounts 20. Each File Transfer Protocol Account 20 serves to provide access to an allocated space in a memory of the server 16, on which space a web-site is typically stored.

When an entity, such as an individual, or a company, or the like, wishes to create a web-site, for example, the entity typically first approaches a host company to reserve a space on a server on which the web-site is to be stored so as to be accessible on the internet. The host company typically owns a Dynamic Name Server and associated servers, operatively connected thereto, as schematically illustrated in Figure 2 of the drawings. The space on the server is typically leased from the host company. When the space is reserved, the entity typically provides a web-site label, or domain address, which the entity wishes to use to identify its web-site. For example, the desired domain address may be "alpha.co.za". Assuming that such an address does not already exist, the desired address is allocated to the space for storing the entity's web-site. The host company typically allocates a specific File Transfer Protocol Account 20 to the reserved space. Both the Internet Protocol Number and the File Transfer Protocol Account are allocated to the reserved space and linked with the chosen web-site domain name, so as to enable

that space to be accessed on the internet when the chosen web-site domain name is used. The Internet Protocol Number determines the specific server 16 on which the space is reserved and the File Transfer Protocol Account determines where the space is on the specific server 16.

Typically, the web-site is then loaded onto the space 20 on the allocated server 16. Naturally, the web-site needs first to have been created. As mentioned, in the case of a bespoke type web-site, the entity typically approaches specialized people to create the web-site. Such specialized people typically include graphic designers, web-site designers, computer programmers, and the like. When loaded onto the allocated space, the web-site is accessible on the internet under its domain address, such as "alpha.co.za" for example.

Referring to Figure 3 of the drawings, the workings of a typical dynamic web-site will now be described. Once the web-site has been created and loaded into an allocated space on a server, the web-site can typically be accessed through a computer, schematically indicated at 22. This is typically achieved by entering the domain name, "http://www.alpha.co.za" for example, into the computer, to access the web-site.

The web-site is represented by the circle 20. The web-site includes scripts 24.1, 24.2, 24.3 schematically represented in a quadrant 26 of the circle 20. The web-site further includes a number of databases 28.1, 28.2, 28.3 and 28.4. The databases 28.1, 28.2, 28.3 and 28.4 typically include a collection of database tables which store information. The web-site further includes a number of folders 34.1, 34.2, 34.3, 34.4 schematically represented in a quadrant 36 of the circle 20. These folders typically include a plurality of files storing images, such as digital images, photographs, diagrams, and/or the like. These files can typically include .swf, jpeg, gif, png, logo.gif files. The web-site can include a Content Management System, generally indicated by reference numeral 38, schematically represented in a quadrant 40 of the circle 20. The Content Management System 38 typically includes a plurality of scripts 42.1, 42.2, 42.3.

When the web-site is accessed, the script 24.1, for example, retrieves information, as indicated by arrows 25, 27, from the data bases represented in the quadrant 32 and the folders represented in the quadrant 36 to produce a web page, such as a home page, for example, on a monitor 44 of the computer 22, as indicated by arrow 50. In a similar fashion, each script 24.2, 24.3 retrieves information from the data bases represented in the quadrant 32 and the folders represented in the quadrant 36 to produce further web pages, such as web pages subsequent to the home page, for example, on the monitor 44 of the computer 22. Each script 24.1, 24.2, 24.3 typically includes programming code which identifies what information is to be retrieved from the data bases and folders represented in the quadrants 32, 36 to compile, or generate, a specific web-page.

The Content Management System 38 is typically dormant when the web-site is accessed. The Content Management System 38 is typically only used when information in the data bases and folders represented in the quadrants 32, 36 are to be changed, amplified, replaced with more current information, or the like, as indicated by arrows 41, 43. Through course of time, the web-site typically needs to be up-dated. When this is required, the entity itself can perform such updates in some cases by means of the Content Management System. However, specialized people are generally required to change, or modify, the scripts 24.1, 24.2, 24.3. The scripts 24.1, 24.2, 24.3 typically need to be changed, or modified, when it is desired to amplify, change the design, or the like, of the web-site. Furthermore, specialized people are generally required to change, or modify, the Content Management System 38. A static web-site typically does not have a Content Management System since it does not make use of databases or scripts.

It will be appreciated that the scripts 24.1, 24.2, 24.3 are produced by computer programmers. Accordingly, the entity typically requires such a programmer to create the web-site. The scripts 24.1, 24.2, 24.3 are typically only understandable by a programmer and are typically rather rigid and inflexible, making it difficult to effect changes, and the like. As mentioned, it is an object of this invention to provide a method whereby an entity can create a web-site with greater individuality and flexibility than in the case of a static, template or template modular type web-site without having to use specialized

people as in the case of a bespoke type web-site. This is achieved by a system for creating a web-site, in accordance with the invention, as indicated generally by reference numeral 60 in Figure 4 of the drawings.

Referring now to Figure 4 of the drawings, a computer of an entity, which is connected to the internet, is generally indicated at 54. To create a web-site from the computer 54, the entity accesses a parent web-site 56 on the internet, which parent web-site 56 includes information arranged to enable the entity to create its own web-site.

To access the web-site 56, a user typically uses a web browser application and is then guided to a script 58.1 as indicated by the dashed arrow A. For the purposes of ease of description, the term "script" as used in this specification, is to be interpreted widely so as to include, for example, one or more scripts operatively associated with one another, and the like. The script 58.1 then causes a request for a user name and password to be sent to the user, as indicated by the dashed arrow B. The user name and password is then typically entered and submitted to a script 58.2 at the web-site 56, as indicated by arrow C. Accordingly, a user name and password are typically required to enable a user to access the web-site 56. After the user name and password have been entered and submitted by the user, the script 58.2 causes a verification check of the user name and password to be performed. As indicated by the dashed arrow D, this achieved by a comparison with a list of user names and passwords stored in a table 62.1 on a database 62 at the web-site 56. Should the verification be unsuccessful, the user is inhibited from accessing the web-site 56. Should the verification be successful, the script 58.2 causes the user to be presented with a main menu page 90, as indicated in Figure 5A of the drawings, as indicated by the arrow E. The script 58.2 typically stores programming code for generating the page 90.

The menu page 90 provides the user with four main buttons 90.1, 90.2, 90.3, 90.4. The button 90.1 is a "menu-organizer" button, the button 90.2 is a "shopping" button, the button 90.3 is an "instant colour" button and the button 90.4 is an "intranet

creation" button. The purpose of each of these buttons will be described in greater detail below.

The page 90 further provides the user with six basic operational functions, or buttons, used to create a web-site. These functions are indicated by reference numerals 110, 112, 114, 116, 118 and 120. Function 110 is an "add item" function, function 112 is a "manage item" function, function 114 is a "manage pages" function, function 116 is a "web-site metadata" function, function 118 is a "change colours" function and function 120 is a "manage layouts" function. The application of each of these functions will be described in greater detail below.

To create a web-site, the user typically first determines what pages he, or she, will need. For example, he, or she, can determine that he, or she, will need a "home page", a "background page", a "contacts" page, and/or the like. Typically, the pages are then entered by clicking the "manage pages" function, or button 114. This causes a script 58.5 to be accessed at the web-site 56. The script 58.5 generates a page 80 as indicated in Figure 5C of the drawings, which is presented to the user. In Figure 5C, like reference numerals have been used to designate similar features, unless otherwise stated.

On the page 80, the pages which the web-site is to have are entered one after the other in a window 82. A position which the page is to occupy on the web-site, is entered in a window 84. After each desired page and its associated position has been entered in the windows 82, 84, typically an "insert" button 85 is clicked. As the page names and positions are entered in this fashion, the page names are listed below the window 82, as indicated by reference numerals 80.1, one below the other. The associated positions of each page are indicated at 80.2. The positions 80.2 are typically represented by numbers. The pages 80.1 are typically displayed in numerical order as determined by their defined positions. As indicated by the dashed arrow L, the script 58.5 causes the identified pages to be recorded in a table 70.2 in a database 70 at a web-site, or server 71, on which server 71 the web-site being created by the system 60 is to be stored. At generally the same time, separate page tables 70.3 are created in the database 70 and separate associated

scripts 70.4 are created for each page. The layout and content of each of the identified pages is typically created after the pages have been identified in this fashion.

At any appropriate stage thereafter, further pages can be added, if desired. This can be achieved by clicking the "manage pages" function, or button 114. The page 80 is then again presented to the user and further pages can be added in a fashion similar to that described above by entering page names and their associated positions in the windows 82, 84. After the "insert" button 85 is then clicked, the script 58.5 causes the names and positions of the further pages to be recorded in the table 70.2 and associated page tables 70.3 and scripts 70.4 to be created. In use, should the web-site be in operation, or on-line, and a specific page needs to be changed, that page can be taken off-line temporarily by clicking on an associated on/off button 80.3.

Advantageously, no provision is made for the deletion of pages which have been defined. Instead, if a page is not required, it can be "de-activated" so as not to be presented on the web-site when in operation by switching the page "off" by using an associated one of the buttons 80.3. Alternatively, if another page is required, the page no longer required can be renamed with the name of the other page.

To start adding content to the blank pages which have now been created, the "manage layouts" function, or button 120 is clicked. This causes a script 58.8 to be accessed, as shown in Figure 4 of the drawings, and as indicated by the dashed arrow P. The script 58.8 then typically obtains access details from a table 62.2 at the database 62 for accessing the user's web-site 71, as indicated by arrows G. It will be appreciated that, in use, such a retrieving of access information function is typically performed once during a log-on procedure to enable the web-site 71 to be accessed. The access information is typically retrieved and stored for re-use in accessing the web-site 71 during a log-on operation. After the user has logged-off from the web-site 71, such a retrieval of access information is again performed to enable access to the web-site 71.



The script 58.8 then causes a page 200, as indicated in Figure 6 of the drawings, to be generated and presented to the user. In Figure 6 like reference numerals have been used to designate similar features unless otherwise stated.

The page 200 presents the user with a listing, generally indicated by reference numeral 202, of all the blank pages which have been created. The listing 202 is retrieved from the table 70.2 by the script 58.8, as indicated by arrow Q. The creation of each page is typically associated with an identification which the user allocates to each page. Such an identification, or label, can be the title, such as "home page", "background page", "contacts page", and the like, used to create the pages, as described above. These labels form the listing 202 and are indicated by reference numerals 204. One of these labels 204A can be the "home page", for example. Figure 6 shows a listing 202 of seventeen blank pages that have been created by the user. It will be appreciated that there can be any number of blank pages depending on the number the user wishes to create.

The page 200 presents the user with three options per blank page. These are a "modules" option 206, a "shop" option 208 and a "preview" option 210. To add content to the homepage 204A, for example, the "shop" option 208A is typically clicked. Once the "shop" option 208A has been clicked, the user is presented with a module type selection page 100 shown in Figure 5B. The page 100 is generated by the script 58.8. The page 100 provides the user with a plurality of different module types, or options, from which the user can select to select desired modules for the defined pages of the website. These options typically include, but are not limited to, options for selecting "page headers", indicated by reference numeral 122; website "navigation", indicated by reference numeral 124; "catalogues and brochures", indicated by reference numeral 126; "features", indicated by reference numeral 128; "space and clear colors", indicated by reference numeral 130; "my modules", indicated by reference numeral 132; "large and continuous images", indicated by reference numeral 134; "articles and text only", indicated by reference numeral 136; "forms and feedback", indicated by reference numeral 138; "events and news", indicated by reference numeral 140; "searches and indexing", indicated by reference numeral 142; and "footers and finishings", indicated by

reference numeral 144. The application of each of these functions will be described in greater detail below. These options can then be used selectively to create the home page, for example, and are then used in a similar fashion to create all the pages of the web-site.

To start with adding content to the home page, the user can start by selecting a page header. This is achieved by selecting, or clicking, the "page headers" option 122. The script 58.8 then retrieves a plurality of different page header modules from a module table, or repository, 62.3 of the web-site 56, as indicated by arrow R. When this option has been selected, the script 58.8 generates and presents a "page headers" selection page, as indicated generally by reference numeral 250 in Figure 7 of the drawings. In Figure 7 like reference numerals have been used to designate similar features unless otherwise stated.

The page 250 provides a window 252 which indicates the name, or label, of the page which is being created, or developed. In this case, the label "home page" would typically be presented at the window 252. The window 252 typically has a drop down function, as indicated at 254, to enable a window to appear which provides a listing corresponding to the listing 202 presented on the page 200 indicated in Figure 6 of the drawings. Typically, the user can use the drop down function 254 to select any other page which has been defined, so as to enable that other page to be developed. In this way, the user can juggle between the defined pages so as to work on creating content for the pages in a parallel fashion.

The page 250 presents the user with a plurality of different modules from which the user can select to create a header for the home page. Conveniently, the different modules are presented in consecutive rows 256. Each row 256 provides a description 258 of the module which can be selected to create a header as well as a graphical representation, or thumbnail image, 260 of the module. Typical descriptions can read "simple header module, logo centered", "simple header module, logo centered, image aligned to the right", "simple header module, logo aligned to the left, telephone, fax number and active e-mail link aligned to the right", "flash header", and the like. The

graphical representations 260 typically provide a visual depiction of the module, such as, for example, that a text element, or logo, is positioned generally at a middle position flanked by images. It will be appreciated that any number of different header modules can be provided in this way. Conveniently, all the header modules are distinctively coloured, such as lilac for example, to distinguish header modules from other modules. When the user has decided which header he, or she, wishes to use, the header is selected by typically clicking on an appropriate icon, or button, such as one of the "shopping trolley" icons 262. When the "shopping trolley" icon 262 corresponding to the chosen header module has been clicked, an identification number corresponding to that module is recorded on the table 70.3 associated with the page being created. In a similar fashion, the script 58.8 causes the identification numbers of all the modules which the user selects, to be recorded on the associated tables 70.3 for each page. The chosen header module is added to the page table 70.3 immediately below a previous module identification number, if there is one. If the header module is the first module to be added to the home page, it is then typically placed at the top of the page table. Subsequent modules are then added below the header module, one after the other. This is achieved by means of the associated identification numbers of the chosen modules being recorded on the page tables, one after the other.

After the header module has been selected by clicking on the "shopping trolley" icon 262, the page 100 shown in Figure 5B, is automatically presented to the user again, so that the user can make further selections of modules for the pages, such as the home page, for example. The user can wish to add a navigation system to the web-site. This can be achieved by selecting the "navigation" option 124. The user is then presented with a navigation module selection page generally indicated by reference numeral 300 in Figure 8 of the drawings. This is typically achieved by the script 58.8 in a fashion similar to that described above. In Figure 8, like reference numerals have been used to designate similar features, unless otherwise stated.

The page 300 presents the user with a plurality of different modules from which the user can select to create a navigation system for the home page. Conveniently, the

different modules are presented in consecutive rows 356. Each row 356 provides a description 358 of the module which can be selected to create a navigation system as well as a graphical representation 360 of the module. Typical descriptions can read "horizontal navigation with color changes on mouseover, comfortably fits from 3 to 8 links before creating a new row", "Two tier flash navigation. It uses a jpeg 580 pixels wide by 150 pixels high. Flash player version 6.0 or later is required to view this module. NOTE: Do not use a .gif format as flash does not support it.", "Triple tier horizontal drop down navigation", "Industry specific search and indexing : Lifestyle and Travel", and the like. Conveniently, all the navigation modules are distinctively coloured, such as orange for example, to distinguish navigation modules from other modules. It will be appreciated that any number of different navigation modules can be provided in this way. When the user has decided which navigation system he, or she, wishes to use, the navigation module is selected by typically clicking on an appropriate icon, such as one of the "shopping trolley" icons 262. When the "shopping trolley" icon 262 corresponding to the chosen navigation module has been clicked, the chosen navigation module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case to the home page. The chosen navigation module identification number is added to the page table 70.3 immediately below the header module identification number already selected.

After the navigation module has been selected by clicking on a corresponding "shopping trolley" icon 262, the page 100 shown in Figure 5B is automatically presented to the user again, so that the user can make further selections in the creation of the web-site.

The user can wish to add a "catalogue and brochure" module to the web-site. This can be achieved by selecting the "catalogues and brochures" option 126. The user is then presented with a "catalogue and brochure" option page generally indicated by reference numeral 350 in Figure 9 of the drawings. In Figure 9, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for the display of text, images, prices, dimensions, and the like, and are typically used for presenting information related to products offered for sale, services provided, catalogue type items, and the like. Accordingly, such modules are typically selected where the user wishes to present product information, or the like, on the web-site. Conveniently, all the "catalogue and brochure" modules are distinctively coloured, such as green for example, to distinguish "catalogue and brochures" modules from other modules.

The page 350 presents the user with a plurality of different modules from which the user can select to create a catalogue and/or brochure module for the home page. Conveniently, the different modules are presented in consecutive rows 352. Each row 352 provides a description 354 of the module which can be selected as well as a graphical representation 356 of the module. Typical descriptions can read "A two column module. Image aligned to the left, description text to the right. The description text is justified. The name field is aligned to the left and is fixed to bold", "An alternating two column module. This module begins with an image aligned to the left, description text to the right. Switched to image on the right, text to the left", "A four column module. Image aligned to the left, description to the right. The name field aligned above thumbnail and description", "Two columns, two thumbnails aligned to left, popup aligned to right. Description featured underneath popup. Ideally suited to six thumbnails per page", and the like. It will be appreciated that any number of different catalogue and/or brochure modules can be provided in this way. When the user has decided which catalogue and/or brochure module he, or she, wishes to use, the catalogue and/or brochure module is selected by typically clicking on an appropriate icon, such as one of the "shopping trolley" icons 262. When the "shopping trolley" icon 262 corresponding to the chosen catalogue and/or brochure module has been clicked, the chosen catalogue and/or brochure module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen catalogue and/or brochure module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the catalogue and/or brochure module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add a “features” module to the web-site. This can be achieved by selecting the “features” option 128. The user is then presented with a “features” module selection page generally indicated by reference numeral 400 in Figure 10 of the drawings. In Figure 10, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for the display of primarily text and images, and can conveniently be used for displaying background articles, general descriptions, and the like, for example. Accordingly, such modules are typically selected where the user wishes to present information which can best be presented with text and images only. The different modules make provision for images to be presented at a variety of different positions relative to text. Conveniently, all the “features” modules are distinctively coloured, such as dark blue for example, to distinguish “features” modules from other modules.

The page 400 presents the user with a plurality of different modules from which the user can select to create a features module for the home page. Conveniently, the different modules are presented in consecutive rows 402. Each row 402 provides a description 404 of the module which can be selected as well as a graphical representation 406 of the module. Typical descriptions can read “thumbnail image to the left with text to the right”, “3 columns using 2 items – thumbnail, description, thumbnail”, “Industry specific content: art, furniture and interiors”, “a basic introduction to the Meta web operating system” (The “basic introduction to the Meta web operating system” module can typically be in the form of a movie/clip showing features and uses of the meta system), and the like. It will be appreciated that any number of different features modules can be provided in this way. When the user has decided which feature module

he, or she, wishes to use, the features module is selected by typically clicking on an appropriate icon, such as one of the “shopping trolley” icons 262. When the “shopping trolley” icon 262 corresponding to the chosen features module has been clicked, the chosen features module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen features module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the features module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add a “spacer and/or clear color” module to the web-site. This can be achieved by selecting the “spacer and/or clear color” option 130. The user is then presented with a “spacer and/or clear color” module selection page generally indicated by reference numeral 450 in Figure 11 of the drawings. In Figure 11, like reference numerals have been used to designate similar features, unless otherwise stated.

Conveniently, all the “spacer and/or clear colour” modules are distinctively coloured, such as grey for example, to distinguish “spacer and/or clear colour” modules from other modules.

The page 450 presents the user with a plurality of different modules from which the user can select to create a spacer and/or clear color module for the home page. Conveniently, the different modules are presented in consecutive rows 452. Each row 452 provides a description 454 of the module which can be selected as well as a graphical representation 456 of the module. Typical descriptions can read “1 pixel spacer using page background”, “1 pixel spacer using module background”, “1 pixel white spacer”, and the like. It will be appreciated that any number of different spacer and/or clear color modules can be provided in this way. When the user has decided which spacer and/or clear color module he, or she, wishes to use, the spacer and/or clear color module is

selected by typically clicking on an appropriate icon, such as one of the “shopping trolley” icons 262. When the “shopping trolley” icon 262 corresponding to the chosen spacer and/or clear color module has been clicked, the chosen spacer and/or clear color module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen spacer and/or clear color module identification is added to the page table 70.3 immediately below the last module identification number already selected.

Such spacer and colour modules can be strategically placed to enhance an aesthetic appearance of the web-site. The modules can make provision for spacers of different height, such as 1, 2, 3, 5, or 10 pixels high, or the like. Spacers can typically be chosen to have a colour different to that of other modules, so as to be discernable on the web-site when created. Clear colour modules typically are arranged to follow the same colour as the modules when presented on the web-site. Accordingly, they are typically not readily detectable, in use. The colour of the modules can be selected as desired as described in greater detail below.

After the spacer and/or clear color module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add a “forms and feedback” module to the web-site. This can be achieved by selecting the “forms and feedback” option 138. The user is then presented with a “forms and feedback” module selection page generally indicated by reference numeral 500 in Figure 12 of the drawings. In Figure 12, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for a party accessing the web-site to be provided with a document, such as a form, or the like, which enables the party to enter information on the form and for submitting such information back to the web-site.



Typically, these modules make provision for the entry of text only. Such modules are typically selected when the user wishes the web-site to have a feedback function, or the like. Conveniently, all the “forms and feedback” modules are distinctively coloured, such as red for example, to distinguish “forms and feedback” modules from other modules.

The page 500 presents the user with a plurality of different modules from which the user can select to create a forms and feedback module for the home page. Conveniently, the different modules are presented in consecutive rows 502. Although only one row 502 is shown in Figure 12, it will be appreciated that there can be a plurality of rows indicating a variety of different modules which can be selected. The row 502 provides a description 504 of the module which can be selected as well as a graphical representation 506 of the module. A typical description can read “simple feedback module – creates database and sends mail”, and the like. It will be appreciated that any number of different forms and feedback modules can be provided in this way. When the user has decided which forms and feedback module he, or she, wishes to use, the forms and feedback module is selected by typically clicking on an appropriate icon, such as one of the “shopping trolley” icons 262. When the “shopping trolley” icon 262 corresponding to the chosen forms and feedback module has been clicked, the chosen forms and feedback module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen forms and feedback module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the forms and feedback module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add a “large and continuous images” module to the web-site. This can be achieved by selecting the “large and continuous images” option 134. The

user is then presented with a “large and continuous images” module selection page generally indicated by reference numeral 550 in Figure 13 of the drawings. In Figure 13, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules make provision for presenting primarily images only, in a variety of different ways. Typically, where appropriate, these modules cause an image file to be split into separate parts to accelerate loading, and the like. Conveniently, all the “large and continuous images” modules are distinctively coloured, such as yellow for example, to distinguish “large and continuous images” modules from other modules.

The page 550 presents the user with a plurality of different modules from which the user can select to create a large and continuous images module for the home page. Conveniently, the different modules are presented in consecutive rows 552. Typically the rows 552 provide descriptions 554 of the modules which can be selected as well as a graphical representation 556 of the modules. Typical descriptions can read “this module uses images – either jpeg or gif. It can be used to create a graphical navigation system (i.e. buttons). It is not limited to three items as the icon suggests but can contain between one and twelve images”, “This module uses images - either jpeg or gif. It can be used to create a graphical navigation system (i.e. buttons). It only uses two images – the first image is aligned to the left, second image to the right. A colour of a space between the images.....”, “A flash module that alternates and fades between two sets of three images (six images in total). Flash cannot use gif type images so use jpegs only. Ideally the images should be 240 pixels wide by 250 pixels high”, and the like. It will be appreciated that any number of different large and continuous images modules can be provided in this way. When the user has decided which large and continuous image module he, or she, wishes to use, the large and continuous images module is selected by typically clicking on an appropriate icon, such as one of the “shopping trolley” icons 262. When the “shopping trolley” icon 262 corresponding to the chosen large and continuous images module has been clicked, the chosen large and continuous images module identification number is added to the page table 70.3 associated with the page displayed

in the window 252, in this case the home page. The chosen large and continuous images module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the large and continuous images module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add an “articles and text only” module to the web-site. This can be achieved by selecting the “articles and text only” option 136. The user is then presented with an “articles and text only” module selection page generally indicated by reference numeral 600 in Figure 14 of the drawings. In Figure 14, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for entering text only. The different modules typically determine various ways in which the text can be presented. For example, the text can be presented in a plurality of adjacent columns, in a single column, in a single column on a right hand side, in a single column on a left hand side, and the like. Conveniently, all the “articles and text only” modules are distinctively coloured, such as a shade of orange which differs from the orange used for navigation modules, or the like, for example, to distinguish “articles and text only” modules from other modules.

The page 600 presents the user with a plurality of different modules from which the user can select to create an articles and text only module for the home page. Conveniently, the different modules are presented in consecutive rows 602. Typically the rows 602 provide descriptions 604 of the module which can be selected as well as a graphical representation 606 of the module. Typical descriptions can read “plain text module...fixed at 720 pixels wide, text fully justified. One column provided. Small images can be inserted into the text manually but you would need to contact the supplier to do so”, “plain text module...fixed at 720 pixels wide, text fully justified. Three

columns", and the like. It will be appreciated that any number of different articles and text only modules can be provided in this way. When the user has decided which articles and text only module he, or she, wishes to use, the articles and text only module is selected by typically clicking on an appropriate icon, such as one of the "shopping trolley" icons 262. When the "shopping trolley" icon 262 corresponding to the chosen "articles and text only" module has been clicked, the chosen articles and text only module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen articles and text only module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the articles and text only module has been selected by clicking on a corresponding "shopping trolley" icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add an "events and news" module to the web-site. This can be achieved by selecting the "events and news" option 140. The user is then presented with an "events and news" module selection page generally indicated by reference numeral 650 in Figure 15 of the drawings. In Figure 15, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for text to be displayed in a scrolling manner, or the like, for example, on a banner, or the like, for example. Conveniently, all the "events and news" modules are distinctively coloured, such as purple for example, to distinguish "events and news" modules from other modules.

The page 650 presents the user with a plurality of different modules from which the user can select to create an events and news module for the home page. Conveniently, the different modules are presented in consecutive rows 652. Typically the rows 652 provide descriptions 654 of the module which can be selected as well as a

graphical representation 656 of the module. Typical descriptions can read “basic newsflash module using ‘flash’”, “Three column module. Text scrolls upwards”, and the like. It will be appreciated that any number of different events and news modules can be provided in this way. When the user has decided which events and news module he, or she, wishes to use, the events and news module is selected by typically clicking on an appropriate icon, such as one of the “shopping trolley” icons 262. When the “shopping trolley” icon 262 corresponding to the chosen “events and news” module has been clicked, the chosen events and news module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen events and news module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the events and news module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure. 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add a “searches and indexing” module to the web-site. This can be achieved by selecting the “searches and indexing” option 142. The user is then presented with a “searches and indexing” module selection page generally indicated by reference numeral 700 in Figure 16 of the drawings. In Figure 16, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for a searching function to be presented on the web-site. Such a searching function is typically used to search for specific information on the web-site, or the like, for example, using key words, or the like, for example. Such a search function typically forms part of the modules code. Conveniently, all the “search and indexing” modules are distinctively coloured, such as turquoise for example, to distinguish “search and indexing” modules from other modules.

The page 700 presents the user with a plurality of different modules from which the user can select to create a searches and indexing module for the web-site when created. In this way, a searching feature can be added to the web-site to enable a user to search for information on the web-site itself. Conveniently, the different modules are presented in consecutive rows 702. Although only one row 702 is shown in Figure 16, it will be appreciated that there can be a plurality of rows indicating a variety of different modules which can be selected. The row 702 provides a description 704 of the module which can be selected as well as a graphical representation 706 of the module. A typical description can read "search field", and the like. It will be appreciated that any number of different searches and indexing modules can be provided in this way. When the user has decided which searches and indexing module he, or she, wishes to use, the searches and indexing module is selected by typically clicking on an appropriate icon, such as one of the "shopping trolley" icons 262. When the "shopping trolley" icon 262 corresponding to the chosen "searches and indexing" module has been clicked, the chosen searches and indexing module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen searches and indexing module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

After the searches and indexing module has been selected by clicking on a corresponding "shopping trolley" icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

The user can wish to add a "footers and finishing" module to the web-site. This can be achieved by selecting the "footers and finishing" option 144. The user is then presented with a "footers and finishing" module selection page generally indicated by reference numeral 750 in Figure 17 of the drawings. In Figure 17, like reference numerals have been used to designate similar features, unless otherwise stated.

These modules typically make provision for text to be displayed in a footer, or header, format, or the like. These modules are typically used to display copyright information, contact details, or the like, at a top or bottom of a web-site page of the web-site. Conveniently, all the “footers and finishings” modules are distinctively coloured, such as olive green, for example, to distinguish “footers and finishings” modules from other modules.

The page 750 presents the user with a plurality of different modules from which the user can select to create a “footer and finishing” module for the home page. Conveniently, the different modules are presented in consecutive rows 752. Typically the rows 752 provide descriptions 754 of the module which can be selected as well as a graphical representation 756 of the module. Typical descriptions can read “copyright auto includes current year and link to supplier”, “gradient footer module”, and the like. It will be appreciated that any number of different footers and finishing modules can be provided in this way. When the user has decided which footers and finishing module he, or she, wishes to use, the footers and finishing module is selected by typically clicking on an appropriate icon, such as one of the “shopping trolley” icons 262. When the “shopping trolley” icon 262 corresponding to the chosen “footers and finishing” module is clicked, the chosen footers and finishing module identification number is added to the page table 70.3 associated with the page displayed in the window 252, in this case the home page. The chosen footers and finishing module identification number is added to the page table 70.3 immediately below the last module identification number already selected.

These modules can typically be used to create footers, or the like, on the web-site, which footers can have text of a smaller size than the main font of the web-site.

After the footers and finishing module has been selected by clicking on a corresponding “shopping trolley” icon 262, the page 100 shown in Figure 5 is automatically presented to the user again, so that the user can make further selections in order to create the web-site.

In this way, the user can construct “skeleton” pages for the web-site, each skeleton page comprising a plurality of selected modules. The modules are typically void of content at this stage. The populating of the modules with information, or adding content to the modules will be described below.

To view the pages and the modules which have been selected, the user can click on the “manage pages” function 114 so as to cause the page 200 shown in Figure 6 to be presented as described above. Clicking on a page name, such as the home page 204A, causes the user to be presented with a page generally indicated by reference numeral 800 in Figure 18 of the drawings. In Figure 18, like reference numerals have been used to designate similar features, unless otherwise stated.

The user can use the window 252 and associated scroll down menu 254 to select and view the modules selected for each page. The page 800 then presents the modules and their order on the pages defined by the user. For example, the respective modules for the home page are indicated by reference numerals 802, 804, 806, 808. The page 800 can also be accessed by clicking on one of the “modules” buttons 206 associated with the pages as shown in Figure 6 of the drawings. In either manner, the script 58.8 retrieves the recorded module identification numbers, sorted by their defined positions, from the associated page table 70.3. In a sequential fashion, the module identification number of the first module is retrieved from the associated page table 70.3 and this identification number is then used by the script 58.8 to identify and retrieve all the information associated with that module from the repository 62.3. In a similar fashion, all the information of all the modules for a page is retrieved by the script 58.8 and this information is used to present the page 800 to the user.

For each module, an identification number 802A, 804A, 806A, 808A is indicated. This number is module specific and assists in identifying the specific different modules. These identification numbers need not necessarily be visible to the user and are typically used by a supplier of the system 60 for editing purposes, identification purposes,



managing purposes, and the like. The showing of the module identification to the user can be valuable for feedback purposes. Further, for each module, the module type, namely whether the module is a “page header” module 122, a “navigation” module 124, a “catalogues and brochures” module 126, a “features” module 128, a “space and clear colours” module 130, a “large and continuous images” module 134, an “articles and text only” module 136, a “forms and feedback” module 138, an “events and news” module 140, a “searches and indexing” module 142, or a “footers and finishings” module 144 is indicated at 802B, 804B, 806B, 808B. The description of the module is indicated at 802C, 804C, 806C, 808C and a code for each module is indicated at 802D, 804D, 806D, 808D. The codes identify the modules within their module groups. This feature can typically be used by the user to identify which module has been selected from its associated module group. This can be used advantageously in the case of relatively large web-sites so that the user can readily identify the modules used where it is desired to make uniform module selections throughout the web-site. Diagrammatic representations of the modules are indicated at 802E, 804E, 806E, 808E.

Typically, for each module presented on the page 800, two buttons 810, 812 are provided. The button 810 is typically a “replace” button and the button 812 is typically a “remove” button. The replace button 810 is used to replace the selected module by another module. When this button is selected, the page 100 shown in figure 5B is again presented to the user to enable the user to select another module so as to replace that module. A desired module type option 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144 is then clicked and from an associated module selection page, the associated “shopping trolley” icon is clicked and the module is then replaced by the new selected module. The user is then returned to page 800. At generally the same time, the script 58.8 updates the associated page table 70.3 with the new module identification number and stores the identification number at the same numerical position as the one being replaced. The remove button 812 deletes an associated module when clicked. At generally the same time, the script 58.8 deletes the module identification number from the associated page table 70.3 and causes the position of every subsequent module identification number stored in the table 70.3 to be diminished by a factor of one. For

each module, an “up” arrow 814 and a “down” arrow 816 is provided. By using the arrows 814, 816, the associated module can be moved selectively upwards or downwards in a step-wise fashion. The script 58.8 causes the numerical position of the associated module to be exchanged with a numerically lower or upper module identification number, as the case may be, in the associated page table 70.3.

A “shopping” button 818 is provided. Selection of this button returns the user to the page 100, shown in Figure 5B of the drawings, to enable the user to select further modules. By using the page 800, the user can make changes to the modules on the “skeleton” pages of his web-site.

In the case where a relatively large web-site is to be created, typically with a large number of separate pages, the user may wish to standardize on the modules selected from the module groups. For example, the user may wish to use the same catalogue module previously selected from the catalogue group of modules, the same footers module previously selected from the footers and finishings module group, and the like. To assist the user in standardizing on the modules selected and to ease the task of identifying which modules have already been selected for use in previous pages, the system 60 provides a “my modules” function, or button 132, as mentioned above, and as indicated in Figure 6 of the drawings. This function will now be described.

Referring to Figure 4 of the drawings, when the “my modules” button 132 is clicked, a script 58.9 at the parent web-site 56 is accessed, as indicated by arrow T. The script 58.9 then accesses the table 70.4 at the user’s web-site 71, as indicated by arrow U. From the table 70.4, the identity of all the created page tables 70.3 is read and each table 70.3 is then scanned to identify all the modules which have already been selected. When scanning the tables 70.3, the specific identity of each specific module is typically listed once and then skipped. Accordingly, in the case where a specific module has been selected several times, that module identity is listed only once, and not repetitively.

The script 58.9 then retrieves information for each module identity from the table 62.3 at the parent web-site 56. From this information, the user at 54 is then presented with a page, similar to the page 800 shown in Figure 18 of the drawings. This page presents the description and the graphical representation of each module to the user together with a selection button, such as a “shopping trolley” icon. Accordingly, in this fashion, the user is presented with a listing of all the modules which have already been selected, together with an associated selection button, which can then be used to select modules from this page for use in a page being created. In this way, the web-site can be rendered with a “uniform” appearance with respect to the specific modules used for each module type. In the case where one or more specific modules have been created for a specific user and which do not form part of the modules that can be selected from the pages 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, mentioned above, such modules are also typically presented to the user for re-use. In such a case, specific information, such as a description, a graphical representation, and the like, associated with the specific modules, are also stored in the table 62.3 under a specific module identification.

When the user is satisfied with the modules on the skeleton pages of his web-site, he, or she, can populate the modules with desired information so as to create the respective web pages of the web-site. This will now be described in greater detail below.

To populate the modules with desired information, typically the “add item” button 110 is clicked. Referring to Figure 4, a script 58.3 is then accessed as indicated by the dashed arrows F. The script 58.3 then typically obtains access details for the user’s web-site 71 as described above with reference to arrows G. The user is then presented with a page generated by the script 58.3, as indicated generally by reference numeral 850 in Figure 19 of the drawings. In Figure 19, like reference numerals have been used to designate similar features, unless otherwise stated.

The page 850 provides the user with a page identification window 852 and a module identification window 854. The page identification window 852 and the module

identification window 854 enable the user to set the page 850 for the population of any one of the pre-selected modules. The page identification window 852 has a scroll down button 852A. When this button is clicked, a scroll down listing appears which displays all the pages which the user has defined. By clicking on any of these pages, the page 850 can be set to populate any one of the modules on the selected one of the defined pages. The selected page name is then displayed in the window 852. The module identification window 854 also has a scroll down button 854A. When this button is clicked, a scroll down listing of all the modules selected for the page displayed in the page identification window 852 appears. By clicking on any of the modules displayed in the listing, the user can set the page 850 for the population of that module with information. When the selected module is clicked, the name of that module appears in the window 854. In this way, the user can select each pre-selected module on each pre-defined page in an individual fashion so as to populate each pre-selected module on each pre-defined page by means of the page 850. This procedure will now be described.

After a pre-selected module on a pre-defined page has been selected by using the windows 852, 854 and the scroll down buttons 852A, 854A the user can populate that module with information using the rest of the page 850. The user typically gives the information which is to populate the selected module a label. Conveniently, the information is referred to as an item of information. An item of information, for the purposes of this specification, is to be understood as a discrete grouping of information. Such a discrete grouping of information can comprise a combination of one or more images together with text which is to accompany the image or images, one or more images only, text only, or the like. Such a discrete grouping of information, or item, in the case of a product, for example, can include a thumbnail image, a pop-up image, a name, a description, a set of dimensions or instructions, an inventory or reference code and a price, or the like. In the case of an idea, for example, the item can include links to other pages on the or another web-site, diagrams, charts, conceptual drawings, and the like. Accordingly, an item can include a discrete grouping of a variety of forms of information associated with a product, or a service, or an idea, or a person, or a company, or the like. To give the item a label, or to define the item, a window 856 is provided on

the page 850. The user can give the item of information a label, or definition, by typing in an appropriate label, or name, in the window 856.

To populate the selected module with text, a window 858 is provided. Text is entered by typing in a conventional fashion in the window 858. In this way a description, or the like, can be entered for the item. Conveniently, scroll down buttons 858A, 858B are provided to enable the user to scroll up and down text entered into the window 858 in a conventional fashion. A "bold", an "underline" and an "italics" button, 860, 862, 864 respectively is provided to enable a user selectively to make text bold, italicized and underlined when being entered in the window 858. Furthermore, a font type window 866 and an associated scroll down menu button 866A through which one of a plurality of different font types can be selected, a character size window 868 and an associated scroll down menu button 868A through which one of a plurality of different character sizes can be selected and a font colour window 870 and an associated scroll down menu button 870A through which one of a plurality of different font colours can be selected, are also provided. A "change font" button 872 is also provided so as to apply a selected font.

To provide the selected module with a thumbnail image, a window 874 is provided with an associated "browse" button 874A. When the browse button 874A is clicked, the user is presented with a pop-up window providing a listing of images stored on his, or her, computer. Typically, desired images, or graphical elements, or the like, can be scanned and stored in a folder, or the like, on a hard drive, or the like, on the user's computer. The browse button 874A is then used to find the image, or graphical element, or the like, on the hard drive. An image for use as a thumbnail can then be selected from the user's computer in this fashion. A window 875 is provided through which images stored on the computer can be viewed when selected using the browse button 874A. In this way the user can select an image from his, or her, computer so as to be used in the selected module.

To provide the module with a pop-up image associated with the thumbnail image, a window 876 and an associated "browse" button 876A is provided. By using the

window 876 and associated browse button 876A the selected module can be provided with a pop-up image in a similar fashion as described above with reference to the window 874 and the associated browse button 874A used to provide the selected module with a thumbnail image. The pop-up image can be automatically linked to the selected thumbnail image selected using the window 874, so that, in use, when the thumbnail image on the module is clicked, the pop-up image appears.

To provide the module with a link to another page associated with the thumbnail image, a window 878 with associated scroll down button 878A is provided. When the scroll down button 878A is clicked, a listing of all the pre-defined pages appears enabling the user to select the page which is to be linked to the thumbnail image selected at the window 874. When the page is selected, the page appears in the window 878 so that, in use, when the thumbnail image on the module is clicked, the user is taken to the page linked with the thumbnail image. Advantageously, the system 60 is arranged to cause a window in which the pop-up image is to be displayed when in a "popped up" condition, to be sized to conform to the image to be displayed. In this way, distortion of the image, when in a "popped up" condition, is inhibited. The system 60 typically "measures" a height and a width of the image and then creates a web-page document, or window, having a height and a width corresponding to the height and the width of the image. In this way, the user need not be concerned about "fitting" images and is not constrained to using images of certain dimensions only. Accordingly, the pop-up window size (typically a HTML document) will be arranged to match the pop-up image size (typically a JPEG or Gif file). In this way a relatively high degree of image display integrity can be achieved, and the user can relatively freely select images for presentation without considering the image dimensions.

To provide the module with a link to another web-site associated with the thumbnail image, a window 880 is provided. The other web-site is typically entered in the window 880 in conventional fashion and is automatically linked to the thumbnail image selected at the window 874, so that, in use, when the thumbnail image on the module is clicked, the user is automatically taken to the other web-site.

Round windows 876B, 878B, 880B associated with the windows 876, 878, 880 are provided so that the user can select which one of a pop-up image, a link to another page of the web-site or a link to another web-site is to be associated with the thumbnail image selected at the window 874.

Provision is also made for entering a price, or time, or the like, at 882 and a code at 884. These features are selectively used should the web-site be intended for the selling of products, or the like. Provision can be made for entering any other information, such as dimensions, or the like, for an item.

When all the information is entered into the page 850 as described above, an "insert" button 886 is typically clicked to cause the selected module on the selected page to be populated with all the information captured on the page 850. As can best be seen in Figure 4 of the drawings, when an image is selected, for use as a thumbnail image, or a pop-up image, or the like, for example, the image is typically uploaded into an "image" folder, such as the folder 70.6, at the user's web-site 71.

After the "insert" button is clicked, the page 850 returns to a blank state so that another module can be selected at 854 for the population of that module with desired information in a fashion similar to that described above.

Referring to Figure 4, when the "insert" button is clicked, the script 58.3 causes all the information associated with the item to be stored, or uploaded, in a table 70.1 on the user's database 70, as indicated by arrow H, under its defined label, or name.

It will be appreciated that the information remains linked to the label created at 856 so that should the module subsequently be deleted or changed, the information remains stored under the item label so that a new module can be populated with the captured information. In this way, re-entry of all the information for a new module is obviated. It will further be appreciated that the above procedure is followed for every selected module on every defined page so as to create the web-site. In the case where

item information is entered in this fashion and the associated module does not make provision for the display of that information, such as in the case where an image is input and the associated module is a text only module, for example, such “uncatered” for information is simply ignored. Another module can then be selected, if desired, so as to enable the “ignored” information to be displayed.

After the web-site has been created in this way, it could happen that changes, or the correction of errors, or the like, are required. To do so, the “manage item” button 112 can typically be clicked.

Referring to Figure 4 of the drawings, a script 58.4 is then accessed as indicated by arrow I. The script 58.4 then retrieves the user’s access information from the table 62.2, as described above, and as indicated by arrows G. The script 58.4 then retrieves the already determined page names of the user’s web-site from the table 70.2 on the user’s database 70, as indicated by arrow J. The user is then presented with a page 900, generated by the script 58.4 using the pre-determined page names, as indicated in Figure 20 of the drawings. In Figure 20, like reference numerals have been used to designate similar features, unless otherwise stated.

The page 900 presents the user with a listing of all the pre-identified pages as indicated by reference numerals 902 together with their identified positions at 902B. Conveniently, the pages are separately numbered from 1 onward at 902A. To amend, change, perform a correction on a page of the web-site, or the like, the user clicks on the desired page name 902 on the page 900.

Referring to Figure 4, the script 58.4 then retrieves all the items allocated to that page from the table 70.1 as indicated by arrow K. The user is then presented with another page, namely page 950 as indicated in Figure 21 of the drawings. In Figure 21, like reference numerals have been used to designate similar features, unless otherwise stated.



The page 950 presents all the items for that page in order of appearance on the page. The items are indicated by reference numeral 952, 954 and 956. Although only three items are shown in Figure 21, it will be appreciated that there could be any number of items on the page depending on how many items have been created by the user. For each item, its item name is presented at 952A, 954A and 956A. Text entered for the items is presented at 952B, 954B, 956B and thumbnail images of the items are presented at 952C, 954C and 956C. Clicking on the thumbnail images 952C, 954C, 956C either provides a pop-up image, another page on the web-site, or another web-site, depending on which type of link was created for the thumbnail image on the page 850 as described above. If a price, code, or dimensions were entered, this information also appears in the spaces provided for the separate items 952, 954, 956.

For each item 952, 954, 956, a "modify" button 958 and an "on/off" button 960 is provided. Clicking on the "modify" button 958 causes the script 58.4 to cause the user to be presented with the page 850 with all the entered information corresponding to the item 952, 954, 956 to be presented to the user enabling him, or her, to make the desired changes, or corrections, or the like, on the page 850, shown in Figure 19 of the drawings. Once the changes, or corrections, or the like, have been made, the button 886, which is now conveniently labeled "modify", on page 850, is clicked to implement the changes, or corrections, or the like. To implement the changes, the script 58.4 causes the item information on the table 70.1 to be over-written.

Clicking on the "on/off" button 960 selectively takes the item off-line while changes are being made to that item should the web-site already be accessible on the internet. Clicking on the "on/off" button 960 again, brings the item back on-line.

Arrows 814, 816 are provided to enable the user to change the order of appearance of the items. When an "up" arrow 814 is clicked, an adjacent item is moved up one position and when the "down" arrow 816 is clicked, the item is moved down one position. The script 58.4 then causes associated changes to be made in the table 70.1 in a fashion similar to that described above

Referring again to Figure 6 of the drawings, to view the pages of the web-site with the items operatively combined with the modules, the user can click on one of the "preview" buttons 210 associated with the page to be viewed. When the preview button is clicked for an associated page, the user is caused to access directly one of the scripts 70.4 on its web-site, as indicated by the dashed arrow R in Figure 4, which one script is associated with the page to be viewed.

As mentioned above, the page 100 as indicated in Figure 5B of the drawings, for example, provides the user with a "change colours" function 118. Clicking on the "change colours" button 118 provides the user with means to vary the colour of various parts, or areas, of the web-site, as will now be discussed in detail below. It will be appreciated that the "change colours" button 118 is provided on several of the pages mentioned above so as to enable the user to access a "change colours" function from pages other than the page 100 shown in Figure 5 of the drawings.

Referring now to Figure 22 of the drawings, in which like reference numerals have been used to designate similar features, unless otherwise stated, a page indicated generally by reference numeral 1010, is presented to the user upon clicking on the "change colours" button 118. When the "change colours" button 118 is clicked, a script 58.7 is accessed, as indicated by arrow O in Figure 4 of the drawings. The script 58.7 retrieves the access information from the table 62.2 in a similar fashion as described above with reference to the arrows G, when appropriate. Further, the script 58.7 generates the page 1010 which is then presented to the user.

The page 1010 provides the user with seven colour adjustment, or setting, areas, generally indicated by reference numerals 1011, 1012, 1013, 1014, 1015, 1016, 1017 at which the colours of seven associated areas of the web-site can be varied. Each area 1011, 1012, 1013, 1014, 1015, 1016, 1017, includes three windows labeled "Red", "Green", "Blue" and indicates a numeric value in the windows. By clicking on any one of the windows a user can enter a desired numeric value. The colours of the associated

areas of the web-site are determined by the numeric values entered into the respective windows. Instead, use can be made of a mixed colour "chart" for selecting colours.

Referring now to Figure 23 of the drawings, in which like reference numerals have been used to designate similar features, unless otherwise stated, part of a page of a web-site created as described above, is generally indicated by reference numeral 1050. The part of the page 1050 includes a "header module" 1052, a "navigation module" 1054, and three "catalogue modules" 1056, 1058, 1060, arranged one above the other. The modules are all arranged to have a specific width 1062. In this case, the width 1062 is 720 pixels. Naturally, a display surface 1064 of a digital display on which the web-site is being displayed may not necessarily have a width of 720 pixels. In such a case, the digital display shows opposed background areas 1066, 1066 which flank the modules 1052, 1054, 1056, 1058, 1060.

Referring now to both Figures 22 and 23, the colour adjustment area 1011 is arranged to vary the colour of the header module 1052. The colour adjustment area 1012 is arranged to vary the colour of the navigation module 1054. The navigation module 1054, in the example of the part of the web-page 1050, is divided into six blocks, or buttons, which selectively can be clicked to take a user to various locations on the web-site. Typically, when one of the blocks, or buttons, is clicked, or when a cursor passes over the button, or the like, the button changes colour. The colour adjustment area 1013 provides the user with means to select, or vary, the colour of the buttons of the navigation module when they are clicked. Conveniently, the page 1010 provides the user with two display areas 1020, 1022 which display the colours of the navigation module and the colour which the buttons of the navigation module are to have when a cursor is positioned thereon, for example.

The colour adjustment area 1014 is arranged to vary the colour of the background areas 1066, 1066. The colour adjustment area 1015 is arranged to vary a background colour of the modules 1056, 1058, 1060 as indicated at 1056a, 1058a and 1060a respectively. The background colour of the modules is the same. Where one module

stops and another starts is not readily determinable since their background colours are the same as determined at 1015.

The colour adjustment area 1015 is arranged to vary the colour of the font of descriptions 1056b, 1058b, 1060b, and the like, contained in the modules 1056, 1058, 1060. The colour adjustment area 1016 is arranged to vary the colour of the font at other places on the web-site, such as the font colour of the font in the header module, for example.

When the colours have been selected, typically an “apply” button 1023 is clicked. This causes the script 58.7 to enter the colour selections in a configuration table 70.5 at the user’s web-site. If changes to the colour selections are required, the colour adjustment page can be accessed at any subsequent time and the colour settings can be changed as desired. When the “apply” button 1023 is then clicked, the script 58.7 causes the table 70.5 to be over-written with the new colour selections.

Referring to Figure 5A, and as mentioned above, an “instant colour” button 90.3 is provided on the menu page 90. When this button is clicked, the user is typically presented with a plurality of pre-selected colour combinations which can be used by the user to define the colours of various areas of the web-site when the web-site is displayed. When a colour combination is selected in this manner, the script 58.7 causes the table 70.5 to be over-written with the selected colour combination.

Referring now to Figure 24 of the drawings, in which like reference numerals have been used to designate similar features, unless otherwise stated, a “Metadata” page for entering information such as contact details, search particulars, and the like, is generally indicated by reference numeral 1100. The page 1100 is accessed by clicking on the “web-site metadata” button 116. As indicated in Figure 4 of the drawings, when the button 116 is clicked, a script 58.6 is accessed as indicated by dashed arrow M. The script 58.6 obtains the user’s access information in a similar fashion as described above with reference to the dashed arrows G. The page 1100 is generated by the script 58.6.

The page 1100 provides windows for entering specific information. A window 1102 is provided, with an associated "browse" button, 1104, to enable a user to browse information on his, or her, computer from which to select a logo, or the like, if desired and to enter the "logo". This logo is typically displayed as part of a header, in a header module, as mentioned above, where a selected header module makes provision for the display of a logo.

A window 1106 is provided for the entry of a domain name, such as "alpha.co.za". A window 1108 is provided for the entry of an e-mail address. A window 1110 is provided for the entry of a description of the entity which is associated with the web-site. For example, where the entity is a company, or the like, the window provides for the entry of a description of the company, namely, a description of what type of company the company is, or the like. A window 1112 is provided for the entry of items which the entity is associated with, if applicable. For example, in the case where the company is a retail company, or manufacturing company, or the like, the type of items supplied, or manufactured, by the company, can be entered in the window 1112. Windows 1114, 1116, 1118 are provided for the entry of a user's name, telephone number and facsimile number, respectively. A window 1120 is provided for the entry of the user's address.

A window 1122 is provided for the entry of a page title. In use, the page title is typically displayed at 1121 on an uppermost bar of a web browser, as can best be seen in Figure 23 of the drawings.

A window 1124 is provided for the entry of a description of the web-site. In use, this description is typically displayed when a search engine is used, thereby to indicate to a person searching on the internet what the web-site is about. A window 1126 is provided to enable the user to enter key words, and the like, which, in use, are used in association with a search engine to enable a person searching on the internet to trace the web-site.

After the information has been entered on the page 1100, a "submit" button is typically clicked. This causes the script 58.6 to enter all the information in a configuration table 70.5 in the database 70, as indicated by arrow N. Should the information need change, the page 1100 can be accessed again by the script 58.6 retrieving the information from the table 70.5 and displaying the information to the user on the page 1100. The information can then be changed and the "submit" button clicked. The script 58.6 then causes the table 70.5 to be over-written with the new, or changed, information. Accordingly, the information can be varied by the user at any time, by simply changing the information and re-submitting the information by clicking the "submit" button. The information thus entered and stored can typically be used selectively in a number of modules where provision is made for such information. For example, a module, such as a header module, which provides for the display of contact information can be arranged to retrieve relevant contact information from the table 70.5.

As described above, the system 60 is arranged so that each specific item of information is linked to a specific module. Instead, or in addition, the system can be arranged to link each item to a specific module "type", such as a "text" type module, a "catalogue" type module, or the like. In such a case, the system can be arranged so that in the case where several items have been created for a similar type of module, the specific module of that module type only needs to be selected by the user once. The module can then be caused to repeat itself to accommodate each item linked to that module type from which that specific module has been selected.

Referring to Figure 5A of the drawings the "menu organizer" button 90.1 can be clicked to create an index for the web-site. This feature is typically used when the web-site is relatively large and the "navigation" module described above is insufficient to provide adequate navigation for the web-site. When the button 90.1 is clicked, the user is presented with a page 1150 as indicated in Figure 25 of the drawings. Initially, the page 1150 is void of content. When a user has identified the pages which the web-site is to have, the page names are entered and typically appear one below the other in a column 1154. The page names are indicated schematically by horizontal lines extending from a dashed line indicating a left side of the column 1154. The content is typically entered

when an “add a menu item” button 1152 is clicked. When the button 1152 is clicked, the user is presented with an “add menu item” page 1200 as indicated in Figure 26 of the drawings.

The “add menu item” page 1200 provides the user with four windows 1202, 1204, 1206, 1208 respectively, and an “add” button 1210. In the window 1202, the user can enter a page name for the page which will show the index, or list of contents, of the web-site. The page name can be “Index”, “Contents”, “Navigation”, or the like, or any other name which the user may wish to use.

The window 1204 is arranged to have page names entered. The page names which the user has already identified, as described above, are typically presentable by clicking on a button 1204.1 thereby to cause a drop down menu to be displayed which lists all the already defined page names. These names are typically displayed in alphabetic order. If a further page of the web-site is created, the page name can be entered at the window 1204 and the “add” button 1210 can then be clicked to add that page name to the page 1150. Typically, the page names already defined are entered individually at the window 1204 to create a list of the pages of the web-site. These page names can be considered as a first tier navigation and are typically displayed in the column 1154 on the page 1150. When the index page 1150 is accessed by a user, clicking on a page name in the column 1154 takes the user to the top of that page of the web-site.

At least some of the pages of the web-site can be relatively large. To provide second tier navigation, so as to enable a user of the web-site to see what is displayed on a specific one of the web pages of the web-site, the window 1206 is provided. The window 1206 can typically be used to enter names of “categories” of which a specific web-page is comprised of. When a specific page of the web-site is displayed in the window 1204, a drop down menu 1206.1 can be clicked thereby to cause a drop down menu to appear which lists all the “categories” on the web-page indicated at the window 1204. Further “categories” can be added by entering such categories in the window 1206 and clicking the “add” button 1201. The categories are typically listed in the column 1156 of the page

1150. The categories are typically not shown on the page 1150 until a user of the web-site clicks on, or positions a cursor on, an associated name of the web-page in column 1154.

At least some of the categories of a web-page can be relatively large. To provide third tier navigation, so as to enable a user of the web-site to see what is displayed under a specific one of the categories on a web page of the web-site, the window 1208 is provided. The window 1208 can typically be used to enter names of "sub-categories" of which a specific "category" on a web-page is comprised of. When a specific category of a web page is displayed in the window 1206, a drop down menu button 1208.1 can be clicked thereby to cause a drop down menu to appear which lists all the "sub-categories" of the "category" indicated at the window 1206. Further "sub-categories" can be added by entering such sub-categories in the window 1208 and clicking the "add" button 1201. The categories are typically listed in the column 1158 of the page 1150. The categories are typically not shown on the page 1150 until a user of the web-site clicks on, or positions a cursor on, an associated category of the web-page in column 1156. The information associated with categories, sub-categories, and the like, mentioned above, is typically stored in a "categories" table 70.7 in the database 70 at the user's web-site 71, as can best be seen in Figure 4 of the drawings.

Referring now to Figure 4A of the drawings, in which like reference numerals have been used to designate similar features unless otherwise stated, a "build" function of the system 60 will now be described. The build function is typically initiated by a "build" button 2000 which is presented on several pages mentioned above, such as the page 950 shown in Figure 21 of the drawings, for example. The build function can typically be initiated after a page has been identified, modules for the page have been selected, the modules have been revised, if necessary, at the page 18 shown in Figure 18 of the drawings, items for population of the modules have been created and the items have been revised and checked, if necessary, at the page 950 shown in Figure 21 of the drawings, as described above. It will be appreciated that the build function can typically be initiated at any appropriate time during the creation, or during revision, expansion, and the like, of the user's web-site 71.



Referring to Figure 4A of the drawings, when the "build" button 2000 is clicked, a script 58.11 is accessed, or executed, as indicated by arrow A1. The script 58.11 then typically accesses, as indicated by arrow A2, one of the tables 70.3 typically corresponding to a first page to be presented by the web-site 71. The pages are typically built "one at a time". To access one of the tables 70.3, the table 70.3 identification is typically obtained from the page identification table 70.1. From the accessed table 70.3, the script 58.11 retrieves, as indicated by arrow A3, all the module identifications and the positions in which they are to be presented, as defined in the table 70.3. It will be appreciated that the module identification and positional information is stored in the tables 70.3 in response to the procedures described above, where appropriate. The script 58.11 typically then accesses the table 62.3, as indicated by arrow A4, at the parent web-site 56 to retrieve code associated with each identified module, as indicated by arrow A5. The script 58.11 then writes, or applies, all the code for the modules onto one of the scripts 70.4 of the user's web-site, as indicated by arrow A6. This procedure is typically repeated for each identified page until a script for each page has been written at 70.4.

The user can typically click the 'build' button at any appropriate time to cause the selected modules to be seized from the master module database, assembled into typically a new .asp or .jsp document and uploaded to the correct folder on the user's web address or domain.

In effect, a user can in this way be given the advantage of using typically two clicks to effect a change that otherwise can involve two emails between client and a web designer, two sessions on an FTP software program to upload and download the page, a discussion with a web programmer and a follow-up check to verify the changes made, or the like.

When the user clicks the build button, the system reads the user's module configuration database to see which modules are displayed and in which order they are displayed. According to this information, it draws the relevant modules out of the master module database and 'writes' (copy and paste) those modules to a newly created

document. The new document is labeled accordingly (.asp or .jsp etc) and then typically transferred by File Transfer Protocol (FTP) to the correct server and folder address which it finds in the parent web-site database. If there is already a page on that server by that name it simply overwrites that file and in that way it can effect the editing changes. A new page is created virtually instantly.

After the scripts 70.4 have been written in this fashion, and subsequent changes need to be made to the modules on the pages, this can be achieved as described above and when the build button is then clicked, the associated script, or scripts 70.4 are over written to include the changes. In this way modules can be changed, added, removed, and the like. Since all the information associated with the modules is stored in the database 70.2, changes to the pages can be made in a relatively simple manner without having to re-enter information for a module which is changed.

Thereafter, when another party accesses the web-site 71, as indicated by arrow X, the scripts 70.4 cause pages to be displayed by means of the module code contained therein and retrieves the information for populating the modules from the item information database 70.2 and the folders 70.6. The scripts 70.4 are typically arranged to retrieve the colour setting stored in the configuration table 70.5 first when the web-site 71 is accessed, and then to retrieve item information, such as text, and the like, from the database 70.2, and images, such as pop-up images, thumbnail images, images in general, and the like, from the folders 70.6. This is typically performed on a sequential basis, module for module, so as to present one of the web-pages of the web-site 71 to the other party.

After the web-site has been created, or while it is being created, as described above, and the web-site is on-line, the web-site can be taken off-line to carry on with its creation, or to make changes to it, by clicking on an "under construction" button 90.5, as can best be seen with reference to Figure 5A of the drawings. The "under construction" button appears on several of the pages described above, where appropriate, so that the

web-site can be switched from being on-line to being off-line, and vice versa, from any of these pages.

Referring to Figure 4, when the “under construction button 90.5 is clicked, a script 58.10 is accessed, or executed, as indicated by arrow V. The script 58.10 causes a “blocking” page to be generated typically stating that the web-site is being worked on and typically indicating a date and time when the web-site was taken off-line. The script can typically retrieve a logo, or the like, and can make use of the colour settings selected by the user in generating such a “blocking” page. The logo and colour settings are typically retrieved from the configuration table 70.5 at the user’s web-site 71. The “blocking” page is then uploaded to the user’s web-site by means of File Transfer Protocol to be stored at 70.8, for example, as indicated by arrow W. The page then acts as a default page which is presented on the internet in response to a party accessing the user’s web-site 71 and typically inhibits access to any other page on the user’s web-site 71.

When the user is ready to cause the web-site 71 to go back on-line, typically, the button 90.5, which can now represent itself as a “relaunch” button, for example, is clicked again. Typically, the script 58.10 is then accessed, or executed, to cause the web-site to be accessible once again and for the “blocking” page to be removed.

As described above, the system 60, in accordance with the invention, uses modules to enable a user to create a web-site. Each of the modules incorporates certain characteristics which enable them to be used in the system 60 in a relatively effective manner. This will now be described with reference to Figure 30 of the drawings.

In Figure 30, a digital display surface, such as a display screen of a computer monitor, or the like, for example, is generally indicated by reference numeral 2010. A computer driving the display area 2010 has been used to access a web-site created using the system of the invention described above. The display area 2010 is shown as displaying, or presenting, an upper part of a typical web-page of the web-site, as generally indicated by reference numeral 2012. It will be appreciated that only part of the web-page is shown, in a schematic fashion, and that to view the rest of the page use can typically be made of scrolling arrows, or the like.

A plurality of modules from which the web-page 2012 has been created, in accordance with the invention, and as described above, are generally indicated by reference numerals 2014, 2016, 2018, 2020, 2022, 2024, 2026 respectively. It will be appreciated that the modules 2014, 2016, 2018, 2020, 2022, 2024, 2026, are indicated in dashed lines for illustration purposes only, and that, in use, the separation between modules is not readily apparent. By way of example, the module 2014 can be a header module, the module 2016 can be a text module, the module 2018 can be a news module, the module 2020 can be a spacer module, the module 2022 can be a clear colour module, the module 2024 can be an image module and the module 2026 can be another text module. In use, the modules 2014, 2016, 2018, 2020, 2022, 2024, 2026 are displayed in a populated condition, in which each module is populated with the information from its associated item. The modules are displayed in a vertically stacked fashion one immediately adjacent and above another. The modules are arranged to stack against one another so that one module starts on a row of pixels immediately below a row of pixels on which an upper module ends, as schematically indicated by the dashed lines 2026.

In one embodiment of the invention, all of the modules are arranged to be of the same width 2030. In another embodiment, all of the modules are arranged to be either of one common width or 100%. The modules can be arranged to all have a width of 100%. By a "width of 100%" is meant a variable width in which the width of the module automatically adjusts to correspond with a pixel width of the digital display surface on which the module is being displayed. In Figure 30, the modules 2014, 2016, 2018, 2020, 2022, 2026, have the same width and the module 2024 has a width of 100%. In the case where a module has a width of 100%, the module typically re-sizes itself to a resolution associated with the display surface on which the module is being displayed. In consequence, the display integrity of the information displayed by the module is compromised, for example, the original information is typically distorted, or the like. A typical web-page can comprise different file formats, such as bitmaps, vector based formats, and the like, a setting of 100% can typically cause some areas of the web-page to expand and other areas to remain the same. This can cause a break up of proportionality and the appearance of the page being in a state of disharmony. In the case of an image, if the distortion is not too large, the effects of the distortion can be relatively acceptable, but

in other cases, where the distortion is relatively large, the image can typically have an "unnatural" feel. Since display areas having a wide variety of screen resolutions are currently in use, it is preferable to provide modules of the same width. The most common screen resolution presently in use is an 800 x 600 resolution, although other resolutions such as 1024 x 768 are in use. To avoid the modules from extending beyond a digital display area having an 800 x 600 resolution, the width of the module should be less than 800 pixels. The module can then typically be presented on any screen having a larger resolution, such as a 1024 x 768 resolution, for example. In such a case, border regions, as indicated by reference numerals 2032 in Figure 30, would simply be wider than when the module is presented on a display area of 800 x 600.

The modules of the invention having a fixed width all have a width of 720 pixels. The modules that have a width of 100% are only ones which can be presented advantageously in such a fashion. It has been found that a width of 720 pixels, in particular, is very suited for the width of a module. This is because the number 720 can be divided into equal parts more than any other number below 800. The number 720 can be divided into equal parts by the numbers 1, 2, 3, 4, 5, 6, 8, 9, and 10. Accordingly, where a module is arranged to present text in columns, for example, a width of 720 typically provides a greater range of flexibility in the presentation of such columns while maintaining a degree of "width precision". Furthermore, in the case of file slicing, where a file is split into smaller files that are arranged together when displayed, the number 720 is particularly suitable because it can be split into a relatively large number of equally sized files. It will be appreciated that file slicing is typically used to speed up loading operations, such as in the case of large images, and the like. File slicing is also used to alleviate "bottlenecks", since TCP-IP tends to let smaller files through first. Files are also sliced for the purpose of graphical navigation, or complex and dynamic banners, and the like.

The operation of the invention can be described in a summary fashion, with reference to Figure 31 of the drawings. The drawing of Figure 31 shows a schematic overview of the system used to implement the present invention.

At point 2101 the user sits in front of a computer that is connected to the internet through a browser like internet Explorer™, or Netscape™ navigator, or the like. No software except for the browser is typically required. At point 2102 the user connects to a central server usually through a link on their website. In Figure 31, a rectangle marked ASP represents a set of “Scripts” or “Dynamic Pages” that contain instructions for displaying a user-friendly and non-technical interface to allow the user to effect changes on a set of databases that reside on their independent website domain. The “Scripts” also contain the actual process commands to effect those changes. At point 2102, the user ‘logs in’ whereby the ASP “Scripts” locate the relevant database connection details that it will typically require to get access to the user’s own independent web domain. All these details are typically kept in the central server’s user database marked 2103. Once the user has logged in and the system has established all the relevant connection details (SQL databases typically have three distinct passwords and FTP protocol typically require another two passwords), the user can make changes to their website content, such as images, text, colours, page names, and the like, for example, and they can also make changes to their website design 2106 through the same graphical user interface (GUI).

When a user makes a change to the design of any page of their website, they achieve these changes by a process of adding, removing and sorting modules. These modules are typically stored in a regular SQL database seen at point 2108. The user browses to pages that represent all the modules kept in the central module database. When the user selects a module, the ASP “Scripts” or System makes an entry into the user’s independent design database 2109 which indicates which module the user has chosen by recording that module’s unique ID number. The System also records which web-page the module has been selected for and that modules position relative to the other modules chosen for that page.

Typically, every module can be dynamic. Every module is typically a carefully constructed ‘block’ or ‘paragraph’ of web programming code. This is typically different from basic HTML code that any ‘Web-Editor’ like Microsoft FrontPage™ or

Macromedia Dream Weaver <sup>TM</sup> can produce. A typical difference is that dynamic modules access the user's content management system and based on what they find there, they will determine their own appearance and content. In a static module, a user would need to manually make individual changes to every single entry. In a dynamic module the user need only make a change to a single point and that change is typically automatically accomplished across the entire page or web-site. A dynamic module typically has no 'face' – it only acquires its appearance the moment a user 'browses' to that page. At that point, the dynamic module checks the relevant databases and immediately 'outputs' or 'creates' regular HTML. The HTML produced typically did not have an existence prior to that occurrence. The dynamic code or ASP (also php, jsp, xml, or the like, for example) typically never actually reaches the user's computer or browser.

Modules are typically "sections" or "blocks" of web programming code (such as ASP, PHP, JSP, XML, or the like) that are typically stored in a master module database to be copied and inserted into a new document and labelled .asp, .php, .jsp, .xml for example, or the like thus enabling a dynamic, database-driven, web page to be created.

The modules are typically compatible with one another in terms of page layout arrangement and their relative functions. For example, one module might give the user a form to enter payments made by debtors and another module might serve to display payments made during a set period by those debtors.

For example, if the user wishes to add a new module to a web page, say perhaps a new type of website navigation in the form of a series of drop down menus, or the like, then this can be done typically without needing to check if the space available is suitable to fit the new module into. The modules are typically arranged such that a row of pixels is occupied by a single module only.

A user wishing to remove a module, for example, he, or she, did not want to display a 'latest news' module on a "Homepage" or "Index Page", or the like, and would rather move it to a newly created "What's New" page, can do so without sparing a

thought as to whether there would be a compatible space available for it on the new page. Similarly, a user typically does not have to restructure a page from which a module is being removed, since only one module occupies any given row of modules.

The invention further provides for creating an intranet system. By intranet is meant an internet system used within an entity, such as a company, or the like, which is normally inaccessible by the public through the internet.

The method of the invention in creating an intranet system can typically be internet based. Typically, a single completely integrated application for the provision of intranet requirements can be provided. Using the invention, end users can typically develop company intranets to correspond with the needs and characteristics of the company. Accordingly, tailored intranet systems can be created by using the invention.

Typically, to create an intranet system, the button 90.4 on the page 90 shown in Figure 5A is clicked. A page 1300, as shown in Figure 27 of the drawings, is then presented to a user. The page 1300 functions in a fashion similar to the page 100 shown in Figure 5B of the drawings. Accordingly, the page 1300 provides a menu indicating a plurality of different module types which can be selected to create an intranet. Which specific selections are made by the user depends on specific requirements. These selections will now be described below.

The selections include a plurality, in this case nine, buttons 1301 to 1309. Button 1301 is arranged to access "sales and marketing" modules; button 1302 is arranged to access "production" modules; button 1303 is arranged to access "administration and accounting" modules; button 1304 is arranged to access "human resources" modules; button 1305 is arranged to access "internet service provider" modules; button 1306 is arranged to access "security" modules; button 1307 is arranged to access "display" modules; button 1308 is arranged to access "web-site design and content" modules; and button 1309 is arranged to access "intranet design and content" modules.



Should the user wish to have a "sales and marketing" section on its intranet, the button 1301 is clicked. A page 1350, as shown in Figure 28 of the drawings, is then presented to the user. The page 1350 provides a plurality of, in this case three, sub-selections which can be accessed selectively by clicking on buttons 1351, 1352, 1353. The selection 1351 is for accessing modules which relate to sales leads and potential customers, the selection 1352 is for accessing modules which relate to managing existing customers and the selection 1353 is for accessing modules which relate to on-line shopping or e-commerce. These modules can be used to form a basis for a customer relationship management system.

When the button 1351 is clicked, the user is presented with a page 1400 as indicated in Figure 29 of the drawings. An upper part of the page 1400 is not shown. The upper part of the page 1400 is similar to an upper part of the page 1350 shown in Figure 28 of the drawings. The page 1400 enables a user to select from a plurality of, in this case four, modules related to sales leads and potential customers. A module 1351a, which relates to a module for adding a potential customer to a list of potential customers, can be selected. To select this module, an associated icon, in this case in the form of a shopping trolley, is clicked. This then causes the module to be added to the user's intranet in a manner similar to that described above.

In a similar fashion, a module 1351b can be selected. The module 1351b provides a module which, in use, presents all current sales/potential customer leads. A module 1351c can be selected, which is arranged to display current internet enquiries from websites, and a module 1351d can be selected which is arranged to enable customized newsletters, or the like, to be prepared and sent to potential customers via e-mail.

These modules 1351a-d can typically provide a set of programmes arranged to manage potential customers and track sales leads, and the like.

In a similar fashion, when the button 1352 is clicked, the user is presented with a page similar to the page 1400 from which modules relating to managing existing clients can be selected. These modules typically include modules related to "searching for

customer information”, “adding a customer”, “viewing customers by region”, “editing customers”, and the like.

In a similar fashion, when the button 1353 is clicked, the user is presented with a page similar to the page 1400 from which modules related to e-commerce can be selected. These modules typically include modules related to “viewing registered internet customers”, “viewing current internet orders”, and the like.

Should the user wish to have a “production” section on its intranet, the button 1302 on the page 1300 shown in Figure 27 of the drawings is clicked. A page similar to the page 1350, as shown in Figure 28 of the drawings, is then presented to the user. The page provides a plurality of sub-selections which can be accessed selectively by clicking on associated buttons in a fashion similar to that described above with reference to the page 1350 shown in Figure 28 of the drawings. Such selections can include selections for accessing modules which relate to “memos and appointments”, “projects”, “stock” and the like.

When the selection for “memos and appointments” is selected, the user is presented with a page similar to the page 1400 shown in Figure 29 of the drawings. This page provides the user with modules which can be selected, which modules relate to “viewing memos and appointments”, “creating memos and appointments”, “searching for any specific memo”, “searching for specific user’s memos only”, and the like.

When the selection for “projects” is selected, the user is presented with a page similar to the page 1400 shown in Figure 29 of the drawings. This page provides the user with modules which can be selected, which modules relate to “viewing current projects”, “starting a new project”, and the like.

When the selection for “stock” is selected, the user is presented with a page similar to the page 1400 shown in Figure 29 of the drawings. This page provides the user with modules which can be selected, which modules relate to “converting web-site items to stock”, “searching through stock”, “viewing and editing stock”, “viewing stock history”, and the like.

Should the user wish to have an “administration and accounting” section on its intranet, the button 1303 on the page 1300 shown in Figure 27 of the drawings is clicked. A page similar to the page 1350, as shown in Figure 28 of the drawings, is then presented to the user. The page provides a plurality of sub-selections which can be accessed selectively by clicking on associated buttons in a fashion similar to that described above with reference to the page 1350 shown in Figure 28 of the drawings. Such selections can include selections for accessing modules which relate to “financial transactions”, “income and expenditure”, “recurring accounts”, and the like.

When the selection for “financial transactions” is selected, the user is presented with a page similar to the page 1400 shown in Figure 29 of the drawings. This page provides the user with modules which can be selected, which modules relate to “entering receipt of income”, “entering payments”, “providing a list of outstanding invoices”, “creating a new invoice”, and the like.

When the selection for “income and expenditure” is selected, the user is presented with a page similar to the page 1400 shown in Figure 29 of the drawings. This page provides the user with modules which can be selected, which modules relate to “viewing current projects”, “starting a new project”, and the like.

When the selection for “recurring accounts” is selected, the user is presented with a page similar to the page 1400 shown in Figure 29 of the drawings. This page provides the user with modules which can be selected, which modules relate to “viewing and editing recurring accounts, such as debit orders, and the like, for example”, “generating recurring account reports”, “creating new recurring accounts”, and the like.

Should the user wish to have a “human resources” section on its intranet, the button 1304 on the page 1300 shown in Figure 27 of the drawings is clicked. A page similar to the page 1400, as shown in Figure 29 of the drawings, is then presented to the user. This page provides the user with modules which can be selected, which modules relate to “adding a new staff member to an entity, such as, a company, or the like, for example”, “setting access levels for staff members, which access levels determine which intranet pages are accessible by a specific staff member and which intranet pages are

not”, “creating a new position, or advertising a vacant position in the company”, “managing staff data, such as editing staff, or agent data, and the like”, “displaying messages, such as aphorisms, noteworthy news items, motivational phrases, or the like, on the intranet”, and the like.

Should the user wish to have an “internet service provider” section on its intranet, the button 1305 on the page 1300 shown in Figure 27 of the drawings is clicked.

Should the user wish to have a “security” section on its intranet, the button 1306 on the page 1300 shown in Figure 27 of the drawings is clicked.

Should the user wish to have “display modules” section on its intranet, the button 1307 on the page 1300 shown in Figure 27 of the drawings is clicked.

To create pages on which the above selections can be linked, the user can select modules by clicking on the “web-site design and content” button 1308 on the page 1300 shown in Figure 27 of the drawings. A page similar to the page 1400, as shown in Figure 29 of the drawings, is then presented to the user. This page provides the user with modules which can be selected, which modules relate to “page headers”, “navigation”, “catalogue items”, and the like. These modules can be selected and populated in a manner similar to that described above to create intranet pages.

To create content and manage items for the intranet, the user can click on the “intranet design and content” button 1309 on the page 1300 shown in Figure 27 of the drawings. A page similar to the page 1400, as shown in Figure 29 of the drawings, is then presented to the user. This page provides the user with functions such as “add item”, “manage item”, “manage pages”, “manage categories and sub-categories”, “metadata”, “universal data”, branding imagery”, colour management”, design management” and the like.

It will be appreciated that the system 60 need not necessarily include an associated parent web-site 56 as described above and as shown in Figure 4 of the drawings. Instead, the information on the web-site 56 can be loaded on a digital information storage device, such as a digital storage disc, a computer hard-disc, or the

like, for example. In such a case, a web-site can be created in a fashion similar to that described above directly from a user's computer.